

A PENNY

Well Bestowed,

Or a Brief Account of the New Design contrived for the great Increase of Trade, and Ease of Correspondence, to the great Advantage of the Inhabitants of all sorts, by Conveying of LETTERS or PACQUETS under a Pound Weight; to and from all parts within the Cities of London and Westminster; and the Out Parishes within the Weekly Bills of Mortality,

For One Penny.



Here is nothing tends more to the increase of Trade and Business than a Speedy, Cheap, and safe way of *Intelligence*, much being obstructed and more retarded in all Places where that is wanting. For as Money, like the Blood in Natural Bodies, gives Life to Trade by its Circulation; so Correspondence like the Vital Spirits, gives it Sense and Motion: and the more that these abound in any Place, the more doth that Place increase in Riches, Strength, and Vigor.

But in this Age it is not to be expected that any New Design can be contrived for the Publick Good, without meeting many rash Censures and Impediments, from the Foolish and Malicious; therefore 'twas not likely this should escape that common Fate. Yet We hope to all the reasonable and Candid, who are willing to understand their own Interest, this Paper may be Satisfactory.

For 'tis undertaken by the Methods of that Correspondency settled, that any Person may promise himself his *Letter or Pacquet* shall safely come to any place directed to, lying within the Cities and Suburbs of London and Westminster, and all their contiguous Buildings; also to Wapping, Ratcliffe, Lyme-house, Poplar and Blackwall; to Redriffe, Southwark, and so to Newington and Lambeth; to Hackney, Islington; and all other places within the Weekly Bills of Mortality, be it farther or nearer, to and from any of the aforesaid Places,

For One Penny.

The times for issuing out of *Letters* to any of the aforesaid Places, to be in the Summer time from Six in the Morning to Nine at Night, and at reasonable hours agreeable to the Winter Season. To the most remote Places *Letters* shall be sent at least Five times a day.

To Places of quick Negotiation within the City, and in the Term time for service of the Law Business, &c. at least Fifteen times a day.

No *Letters* that come after Nine at Night, to be delivered till next Morning (except such *Letters* as are for the *Post-Office* General.)

By this means all Persons, as well Gentlemen, Lawyers, Shop-keepers, and Handicrafts Men, that make and deal in Commodities vended by Patterns and poor Prisoners, and all others, have that dispatched for a Penny, which usually costs Three Pence, Six Pence, or a Shilling. Now to oblige Men to pay more when they can hereby be cheaper served, were to impose an illegal Tax upon the Inhabitants without their Consents.

Besides many Journeys of Taylors, Weavers, and other poor Artificers, and their Servants, will be spared, who now consume much time abroad in going to and fro, to the impoverishing of their Families, because they cannot extravagantly pay a Porter for a Message,

or Carrying a Letter. But now their time will be employed in their Callings at home, to the better Maintenance of their Charges.

And therefore all Gentlemen, Citizens and others, for their own sakes, are obliged to encourage this Undertaking, and discourage all those who only for their private Interest, endeavour to interrupt the progress of it, to deprive them of so great a benefit.

For notwithstanding the Objection that seems to sway with the Vulgar, on the behalf of the *Porters*, whose Clamours and Riotous Proceedings is a great Scandal to their Society. There needs not much be said in Answer.

But for Satisfaction to the well meaning among them, and all others, We Answer:

1. That most of the Employment in this Undertaking, had never been without it, by reason of the great Charge of Portridge, Messages being usually dispatch'd by the Masters themselves, their Apprentices or Servants, to the great loss of their time.

2. More Business increasing will occasion much more Burthens (being their proper Employments) to be carried, then their Loss by Letters can amount to.

3. They have no Authority to Monopolize the Delivery of Letters to themselves, it being by Law free for any Man.

4. Divers of the Ticket-Porters, and many poor Freemen, are employed in this Undertaking, who have been good Citizens, and deserve more Encouragement than most of those that pretend to suffer by it.

5. But if no Man must be suffered whom the Porters apprehend injurious to them, then should the Hackney-Coachmen, Carmen, and Watermen, be put out of their Callings, that the Porters may have the more Business; and every Shop-keeper for fear of displeasing their Servants (the Porters) must spend more, and gain less, than they might to humour them; for what is by any Man saved by this Expedient, must infallibly again be spent amongst the Traders.

Nor can it be esteemed a wrong to any, none being compelled, prohibited, or restrained hereby, it being left free to all Persons either to embrace the benefit of this Undertaking, or to Employ Porters at their Pleasure; so that in good earnest the Porters Quarrel is against the whole Body of the Inhabitants in these Cities.

For if they Employ Porters and not make use of this Contrivance, then is there no ground of Complaint; but if they find a Benefit in Conveying their Letters, &c. this way, and do not send the Porters, then is their Quarrel really against the Inhabitants, and not the Undertakers, who will have more cause to lament (if it miscarries) than the Porters.

But if it were granted prejudicial to the Porters (which is not allowed) yet the Lesser ought to yield to the Greater, and the Private to the Publick, seeing in all well-regulated Governments Publick Good was never forced to stoop to Private Conveniency; for if so Printing and Guns must have been Suppressed for Writing-Clerks and Fletchers, Navigable Rivers for Carriers, Publick Water-Works for the sake of Tankard-Bearers, and the Jack-Smiths of *London* put down to set up a new Generation of Turn-spitts; yet though these and other Laudable Inventions may damnify some sorts of Callings, they seldom hurt the Persons for we have hitherto seen they have found new ways of Living, for indeed they serve to heighten Industry, which is a great and Publick Good also. The same Objection (or greater) lies against the Post-Office General, and especially against the Pettit Officers Employed up and down the Town to Carry their Letters, they not being Porters nor some of them Freemen of *London*; so that whatsoever is said against this Undertaking reflects upon that Publick Office.

Some of the Conveniences of this Undertaking are as follows:

All Countrey Gentlemen, Traders, &c. can hereby give notice to Friends of their Arrival to Town. Lawyers and Clyents correspond about necessary Occurences in Law.

Much time saved in Solicitation for Moneys.

Easy notice given of all meetings between men of Business at a remote distance.

Parents may Converse with their absent Children at Boarding-Schools &c.

Children with their Parents to the Improvement of their Hands, Stile, and Learning.

Mathematick, Musick, Singing, Dancing-Masters and Teachers of Languages, to give notice of all disappointments to their Schollers.

The sick Patients frequently to Correspond with their Doctors and Apothecaries.

And many more profitable and pleasant uses may be made of this cheap way of Correspondence, too many to enumerate.

Therefore we shall leave all the Ingenious to find out wherein our Invention may be serviceable to them, and refer all people to be convinced by Time and Experience,

The True Touch-stone of all Designs.

L O N D O N,

Printed for the Undertakers, by Thomas James at the Printing-press in
Mincing-Lane April. M. DC. LXXX.